



GenAI Do's & Don'ts

There are so many things that we all can and should be doing to put Kaplan on the cutting edge of GenAI in the education industry. Here are some Do's and Don'ts to make sure that each of us is doing our part to keep Kaplan assets safe and make sure that we are working within the bounds of our policies and the law while we engage in responsible experimentation and innovation. (Make sure to keep our [GenAI Rules of the Road](#) handy as well.)

GenAI Do's & Don'ts

DO use GenAI to increase productivity and efficiency!

DON'T input any confidential, sensitive, personal or proprietary Kaplan content or information about Kaplan's business, customers, or employees into any GenAI system without BU Legal department confirmation that there are sufficient contractual safeguards and permissions in place.*

DO verify and confirm the accuracy of ALL AI-generated factual output or content, and personalize it consistent with Kaplan quality, brand, style and values.

DON'T input any protected third-party content into any GenAI system without explicit permission or a license from the intellectual property (IP) owner for this purpose.*

DO keep copies of all AI input (prompts put into the system) and output used to develop customer facing content for which we will want to claim IP protection.

DON'T use generated content that is cited to a source without talking to Legal about obtaining proper permissions from the content owner if you want to use such material in Kaplan content.*

DO keep detailed documentation of any human revisions made to AI-generated output to use as support for Kaplan IP protection.

DON'T assume that output generated by a GenAI system will be considered Kaplan IP protected by IP laws.*

**Consult your Business Unit Legal Team.*

Questions?



Reach out to your Business Unit Legal team



Email Kaplan, Inc. Legal at KaplanLegal@kaplan.com